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6449 7590 01/21/2009

**ROTHWELL, FIGG, ERNST & MANBECK, P.C.**  
**1425 K STREET, N.W.**  
**SUITE 800**  
**WASHINGTON, DC 20005**

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(Depositor's name)

(Signature)

(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/514,946	02/28/2000	Richard Fernandes	2470-105A	8679

**TITLE OF INVENTION: COMPUTER-IMPLEMENTED APPARATUS AND METHOD FOR GENERATING A TAILORED PROMOTION**

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	<input checked="" type="checkbox"/> No	<del>\$755</del> \$1510	\$300	\$0	<del>\$1055</del> \$1810	04/21/2009

EXAMINER	ART UNIT	CLASS-SUBCLASS
CARLSON, JEFFREY D	3622	705-014000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).	2. For printing on the patent front page, list (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.	Rothwell, Figg, 1 Ernst & Manbeck 2 _____ 3 _____
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**3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)**

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

**(A) NAME OF ASSIGNEE**

Webloyalty.com

**(B) RESIDENCE: (CITY and STATE OR COUNTRY)**

Norwalk, CT

Please check the appropriate assignee category or categories (will not be printed on the patent):  Individual  Corporation or other private group entity  Government

**4a. The following fee(s) are submitted:**

Issue Fee  
 Publication Fee (No small entity discount permitted)  
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 The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number 02-2135 (enclose an extra copy of this form).

**5. Change in Entity Status (from status indicated above)**

a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.  
 b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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Authorized Signature \_\_\_\_\_

Date April 20, 2009

Typed or printed name \_\_\_\_\_

JOSEPH A. Hynds

Registration No. 34,627

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